

02-R-1143

(Do Not Write Above This Line)

A RESOLUTION BY
COUNCIL MEMBER JIM MADDOX

A RESOLUTION EXPRESSING
APPRECIATION TO THE SIGNAGE
TASK FORCE; ACKNOWLEDGING
RECEIPT OF THE SIGNAGE STUDY;
AND FOR OTHER PURPOSES.

- ☐ CONSENT REFER
☐ REGULAR REPORT REFER
☐ ADVERTISE & REFER
☐ 1st ADOPT 2nd READ & REFER
☒ PERSONAL PAPER REFER

Date Referred

6/17/02

Referred To:

Transportation

Date Referred

Referred To:

Date Referred

Referred To:

First Reading

Committee _____
Date _____
Chair _____
Referred to _____

Committee	Committee
Date	Date
Chair	Chair
Action:	Action:
Fav, Adv, Hold (see rev. side)	Fav, Adv, Hold (see rev. side)
Other:	Other:
Members	Members
Refer To	Refer To

Committee	Committee
Date	Date
Chair	Chair
Action:	Action:
Fav, Adv, Hold (see rev. side)	Fav, Adv, Hold (see rev. side)
Other:	Other:
Members	Members
Refer To	Refer To

FINAL COUNCIL ACTION

- ☐ 2nd ☐ 1st & 2nd ☐ 3rd
Readings
☐ Consent ☐ V Vote ☐ RC Vote

CERTIFIED

MAYOR'S ACTION

A RESOLUTION

BY COUNCIL MEMBER JIM MADDOX

**A RESOLUTION EXPRESSING APPRECIATION TO THE
SIGNAGE TASK FORCE; ACKNOWLEDGING RECEIPT OF THE
SIGNAGE STUDY; AND FOR OTHER PURPOSES.**

WHEREAS, according to the Atlanta Convention and Visitors Bureau's estimate, the City has hosted over a million international visitors annually in recent years; and

WHEREAS, the City of Atlanta is fast becoming a world-class city for tourism and business; and

WHEREAS, it is in the best interest of the City to install internationally recognized signs to enhance the foreign visitors' shopping and sightseeing experience; and

WHEREAS, the Atlanta City Council, via Resolution 99-R-2071, commissioned the Atlanta Convention and Visitors Bureau, which in turn worked in conjunction with the Emory University Goizueta Business School, to conduct a study on the installation of internationally recognized signs at major thoroughfares throughout the city such as downtown and airport areas; and

WHEREAS, said study, which has been prepared by students of the Emory University Goizueta Business School, has now been completed and was presented to the City of Atlanta Advisory Committee on International Relations at its last meeting on June 13, 2002

**NOW, THEREFORE BE IT RESOLVED BY THE COUNCIL OF
THE CITY OF ATLANTA, GEORGIA, AS FOLLOWS:**

SECTION 1: That the Atlanta City Council expresses its appreciation to all those involved in the signage study for their work, time and service.

SECTION 2: That the signage study, which is attached hereto, is hereby accepted.

**CITY COUNCIL
ATLANTA, GEORGIA**

99-R-2071

A RESOLUTION

BY COUNCILMEMBER JIM MADDOX

A RESOLUTION REQUESTING THE ATLANTA CONVENTION AND VISITORS BUREAU TO CONDUCT A STUDY ON THE INSTALLATION OF INTERNATIONAL SIGNS AT MAJOR THOROUGHFARES THROUGHOUT THE CITY; AND FOR OTHER PURPOSES.

WHEREAS, according to the Atlanta Convention and Visitors Bureau's estimate, the City has hosted over 600,000 international visitors so far this year; and

WHEREAS, more than 1,200 foreign-owned companies from 41 foreign countries have operation here; and

WHEREAS, increasingly, their presence is having an impact on the City's cultural and economic landscape; and

WHEREAS, some of these visitors do not read English; and their tours and visits will be more enjoyable if there are internationally recognized signs throughout the city; and

WHEREAS, as the City of Atlanta is fast becoming a world-class city for tourism and business, it is in the best interest of the City to install internationally recognized signs to enhance the foreign visitors' shopping and sightseeing experience; and

WHEREAS, the Atlanta Convention and Visitors Bureau is the best entity to assist the City in that regard by undertaking the task of determining the types of signs, the quantity, the locations, and the cost.

NOW, THEREFORE BE IT RESOLVED BY THE COUNCIL OF THE CITY OF ATLANTA, GEORGIA, that the Atlanta Convention and Visitors Bureau is hereby requested to conduct a study on the installation of internationally recognized signs at major thoroughfares throughout the city such as downtown and airport areas.

BE IT FURTHER RESOLVED that the City's Municipal Clerk is hereby instructed to transmit a copy of this resolution to the Atlanta Convention and Visitors Bureau.

A true copy,

Rhonda Daughin Johnson
Municipal Clerk, CMC

ADOPTED by the Council
APPROVED by the Mayor

APR 02, 2001
APR 10, 2001